

The National City Company buys \$10,000,000 of Firestone Preferred Stock

*Firestone production is increasing so rapidly under demand
from our 42,000 dealers that this additional capital was required*

Although the two great Firestone plants at Akron are turning out daily 22,000 tires and 25,000 tubes, the demand from passenger car owners and truck operators continues to outstrip production.

Additional equipment already ordered for Plant No. 2, which is devoted exclusively to the manufacture of 3 1-2 inch tires and tubes, will increase the output of this one manufacturing unit to 16,000 tires a day; while in the parent plant increased equipment for the manufacture of Cords is steadily building the output to its capacity of 20,000 tires daily, which will give a total capacity of 36,000 tires a day.

These equipment requirements and the need of a new steel plant that will double the output of Firestone Rims, are being met by an issue of \$10,000,000 7 per cent Preferred Stock, the entire amount being taken by The National City Company, the world's largest distributors of high grade securities.

On the financial page of this paper you will find an advertisement signed by The National City Company, which gives some interesting facts about the financial strength of the Firestone Company—a strength that is

founded on twenty years of sound business policy and is an index of the character of the Company's products.

The National City Company is in the business of buying and distributing through its many correspondent offices the securities of corporations that are so well managed, so conservatively financed, and whose products fill such a public need, that they measure up to its exacting standards of what should constitute a prime investment.

It is a high tribute to the quality of Firestone products and to the great dealer organization through which they are distributed that the demand for them should so increase as to require this additional capital to meet it. And it is a tribute to the character of the Firestone institution that the distribution of this entire \$10,000,000 Preferred Stock issue should be undertaken by The National City Company.

See that you get the values in mileage and service that are responsible for this demand for Firestone Tires and this standing of the Company. Whatever type of tire you use, there is a Firestone to suit your needs—of a quality that assures you the economy of **MOST MILES PER DOLLAR**. Ask your dealer for Firestones. Have them put on every wheel of your car or truck.

Firestone employees number 17,000

Firestone resources exceed \$73,000,000

The company's volume of sales last year was over \$75,000,000

Daily output of the factories at this writing is 22,000 tires and 25,000 tubes

When equipment now ordered is installed, the output will be 36,000 tires and 40,000 tubes daily

Firestone makes rims for over half the makes of passenger cars built

Firestone makes demountable rims for 62% of the different trucks that equip with giant pneumatic truck tires

Firestone makes the tires on which over half the truck tonnage of America is carried

Firestone maintains an organization in the Far East at Singapore, the rubber headquarters, to insure best grades at lowest costs

Firestone invested in a fabric mill to insure first quality, steady supply and lowest costs

Firestone built a separate factory and designed special machinery for it to make a big saving for users of 3 1/2-inch tires—enabling the main plant to concentrate on cord tires and truck tires

Firestone has branch houses in 63 leading cities of the United States

42,000 dealers sell Firestone Tires

Firestone men have homes of their own in Firestone Park

The Firestone Clubhouse is enjoyed by thousands of factory workers

The Firestone Park Bank makes saving easy and alluring

The Firestone Insurance Fund gives confidence and stability to workers

Over 90% of Firestone workers own stock in the company

MOST MILES PER DOLLAR

Firestone